



Mind shift, mode shift: A lifestyle approach to reducing car ownership and use based on behavioural economics and social marketing

Author(s): Young S, Caisey V
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Abstract:

This paper sets out a new approach to the Wicked Problems of obesity and climate change, and the linked and causative Wicked Problem of increasing car ownership and use. Policies to bring about modal shift from car dependence to forms of transport that cause lower emissions, and are less obesogenic, are conventionally based on framing car use as an externality to be addressed by policies such as taxation or regulation. These policies have been hampered by the reluctance of politicians and policymakers to countenance electoral risk by impinging on the individual's perceived right to personal mobility. This paper's approach combines insights and methods from behavioural economics and social marketing: it shifts the focus by considering car ownership and use not as an externality to be addressed in the aggregate, but as the product of individual behaviours and lifestyle choices. Behavioural economics can help to uncover the motivations, heuristics and cognitive biases behind such behaviours. Social marketing builds on the premise that people will only change their behaviour if they are sufficiently motivated to do so. It can be used to design interventions which help sectors of the population make transport choices that are more optimal--both for the individuals concerned and for all of us who are affected by these Wicked Problems.

Resource Description

Communication:

resource focus on research or methods on how to communicate or frame issues on climate change;
surveys of attitudes, knowledge, beliefs about climate change

A focus of content

Communication Audience:

audience to whom the resource is directed

Public

Exposure :

weather or climate related pathway by which climate change affects health

Air Pollution

Geographic Feature:

resource focuses on specific type of geography

Climate Change and Human Health Literature Portal

None or Unspecified

Geographic Location:

resource focuses on specific location

Global or Unspecified

Health Co-Benefit/Co-Harm (Adaption/Mitigation):

specification of beneficial or harmful impacts to health resulting from efforts to reduce or cope with greenhouse gases

A focus of content

Health Impact:

specification of health effect or disease related to climate change exposure

Diabetes/Obesity, General Health Impact

Intervention:

strategy to prepare for or reduce the impact of climate change on health

A focus of content

Mitigation/Adaptation:

mitigation or adaptation strategy is a focus of resource

Adaptation, Mitigation

Resource Type:

format or standard characteristic of resource

Research Article, Research Article

Timescale:

time period studied

Time Scale Unspecified